

PHILIP MORRIS U.S.A.  
 BRAND CONTRIBUTION- MERIT  
 OCTOBER 1982  
 000 OMITTED

-----CURRENT MONTH-----			-----YEAR TO DATE-----		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
1,036,252	109,748*	248,965	REGULAR	10,084,526	109,748*
174,328	4,328	46,141	MENTHOL	1,697,031	4,328*
677,152	7,848*	162,032	MERIT 100'S	6,553,510	7,848*
150,122	16,122	33,920	MERIT 100'S MENTHOL	1,447,049	16,122
244,013	70,987*	106,005	MERIT ULTRA LIGHTS	2,215,340	70,987*
82,057	3,057	32,773	MERIT ULTRA LIGHTS MEN	766,005	3,057
165,207	15,207	116,857*	MERIT ULTRA LIGHT	1,356,826	15,207
69,620	4,380*	127,506*	MERIT ULTRA LIGHT	619,753	4,380*
2,598,751	154,249*	385,473	TOTAL UNITS	24,740,040	154,249*
58,678	1,841*	15,359	NET SALES	513,636	1,841*
12,388	795*	4,684	MARGINAL CONTRIBUTION		
2,090	129	829	REGULAR	103,290	795*
8,217	414	3,226	MENTHOL	17,443	129
1,786	294	676	MERIT 100'S	66,614	414
2,840	674*	1,494	MERIT 100'S MENTHOL	14,342	294
937	73	466	MERIT ULTRA LIGHTS	22,035	674*
1,916	298	639*	MERIT ULTRA LIGHTS MEN	7,449	73
848	3	887*	MERIT ULTRA LIGHT	13,109	298
31,022	258*	9,849	TOTAL MARGIN	6,328	3
				250,610	258*
4,725	166	9,699	DIRECT MARKETING EXPENSE		
13	77	115	ADVERTISING	65,667	166
1,265	165*	65*	SALES AND PROMOTION		16,052
1,962	438	2,948	OTHER SELLING	233	77
246	182	165	MERCHANDISING PROG.	8,708	731
3,486	532	3,163	PROMOTION EXPENSE	4,913	165*
			PROMOTIONAL PROGRAMS	2,109	438
			TOTAL SALES AND PROMOTION	25,963	1,063*
8,211	698	12,862		182	1,086*
22,811	440	22,711	TOTAL DIRECT MARKETING	532	2,118*
			BRAND CONTRIBUTION	158,980	440
			EXCLUDES FIXED MFG. EXPENSE		59,011
			INDIRECT MKT., G & A, R & D, AND		
			OTHER EXPENSES		
BRAND CONTRIBUTION - MERIT					

2049433077

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
SEPTEMBER 1982  
000 OMITTED

CURRENT MONTH			YEAR TO DATE		
ACTUAL 1982	VARIANCE, FORECAST 1981	FAV.-UNFAV.*	ACTUAL 1982	VARIANCE, FORECAST 1981	FAV.-UNFAV.*
UNITS SOLD -000-					
1,211,274	189,274	43,805	REGULAR	9,048,271	161,935
214,013	49,013	7,973*	MENTHOL	1,522,704	52,225
810,902	160,902	63,01d	MERIT 100-S	5,876,358	178,177
188,044	52,044	11,101*	MERIT 100-S MENTHOL	1,296,927	59,566
289,273	44,273	59,654	MERIT ULTRA LIGHTS	1,971,328	14,997
104,670	35,670	3,097*	MERIT ULTRA LIGHTS MEN	683,948	44,596
189,252	20,252	189,240	MERIT ULTRA LIGHT	1,191,619	3,707
87,495	21,495	87,472	MERIT ULTRA LIGHT	550,134	22,539
3,094,923	572,923	421,018	TOTAL UNITS	22,141,289	537,202
65,860	13,772	15,299	NET SALES	454,959	13,057
MARGINAL CONTRIBUTION					
13,038	2,654	2,536	REGULAR	90,903	2,380
2,315	633	308	MENTHOL	15,353	666
8,642	2,112	1,995	MERIT 100-S	58,397	2,284
1,962	631	216	MERIT 100-S MENTHOL	12,556	708
3,028	624	907	MERIT ULTRA LIGHTS	19,195	337
1,073	410	89	MERIT ULTRA LIGHTS MEN	6,512	494
1,919	323	1,919	MERIT ULTRA LIGHT	11,193	169
940	276	940	MERIT ULTRA LIGHT	5,479	284
32,917	7,663	8,910	TOTAL MARGIN	219,588	7,322
DIRECT MARKETING EXPENSE					
2,351	3,353	882	ADVERTISING	60,942	3,086
			SALES AND PROMOTION		6,354
1	44	51	OTHER SELLING	222	126
577	373	86	MERCHANDISING PROG.	7,442	1,039
899	723*	470*	PROMOTION EXPENSE	2,951	1,029*
211	102	68*	PROMOTIONAL PROGRAMS	1,862	380
1,688	204*	401*	TOTAL SALES AND PROMOTION	22,477	516
4,039	3,149	481	TOTAL DIRECT MARKETING	83,419	3,602
28,878	10,812	9,391	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	136,169	10,924
BRAND CONTRIBUTION - MERIT					

2049433078

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
JULY 1982  
000 OMITTED

-----CURRENT MONTH-----

-----YEAR TO DATE-----

ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD -000-					
1,011,662	13,662	70,365*	REGULAR	6,808,539	13,662
164,610	4,610	34,866*	MENTHOL	1,140,089	4,610
662,991	27,991	41,052*	MERIT 100-S	4,396,172	27,991
138,772	6,772	42,277*	MERIT 100-S MENTHOL	966,133	6,772
229,718	8,282*	14,486	MERIT ULTRA LIGHTS	1,448,049	8,282*
75,845	7,845	22,514*	MERIT ULTRA LIGHTS MEN	505,198	7,845
147,942	7,058*	147,941	MERIT ULTRA LIGHT	850,854	7,058*
63,959	2,959	63,959	MERIT ULTRA LIGHT	401,553	2,959
2,495,499	48,499	15,312	TOTAL UNITS	16,516,587	48,499
51,543	1,009	4,683	NET SALES	336,841	1,009
MARGINAL CONTRIBUTION					
10,280	139	554	REGULAR	67,410	139
1,678	47	123*	MENTHOL	11,318	47
6,661	281	402	MERIT 100-S	43,032	281
1,358	67	227*	MERIT 100-S MENTHOL	9,195	67
2,254	81*	287	MERIT ULTRA LIGHTS	13,870	81*
728	75	160*	MERIT ULTRA LIGHTS MEN	4,726	75
1,398	66*	1,398	MERIT ULTRA LIGHT	7,843	66*
644	30	644	MERIT ULTRA LIGHT	3,924	30
25,001	492	2,775	TOTAL MARGIN	161,318	492
DIRECT MARKETING EXPENSE					
2,339	295	447	ADVERTISING	55,308	295
			SALES AND PROMOTION		4,958
1	39	25	OTHER SELLING	219	39
662	288	94	MERCHANDISING PROG.	6,293	288
410	284*	46*	PROMOTION EXPENSE	1,874	284*
128	186	6*	PROMOTIONAL PROGRAMS	1,429	186
1,201	229	67	TOTAL SALES AND PROMOTION	19,815	229
3,540	524	514	TOTAL DIRECT MARKETING	75,123	524
21,461	1,016	3,289	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	86,195	1,016
BRAND CONTRIBUTION - MERIT					

2049433079

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
MAY 1982  
000 OMITTED

CURRENT MONTH

YEAR TO DATE

ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)					
961,664	8,336*	116,712	REGULAR	4,703,906	27,347*
155,888	14,112*	1,501	MENTHOL	792,439	19,377*
620,122	25,122	72,425	MERIT 100'S	3,037,910	59,610
133,325	16,675*	8,093*	MERIT 100'S MENTHOL	673,797	28,064*
209,017	25,983*	47,424	MERIT ULTRA LIGHTS	982,143	50,826*
72,667	7,333*	3,449	MERIT ULTRA LIGHTS MEN	349,189	11,477*
126,894	13,106*	126,895	MERIT ULTRA LIGHT	556,449	30,207*
57,973	2,027*	57,973	MERIT ULTRA LIGHT	273,200	3,466*
2,337,550	62,450*	418,286	TOTAL UNITS	11,369,033	111,154*
48,275	1,281*	12,069	NET SALES	230,530	2,275*
MARGINAL CONTRIBUTION					
9,770	86*	2,200	REGULAR	46,023	276*
1,589	144*	201	MENTHOL	7,775	198*
6,231	252	1,371	MERIT 100'S	29,385	599
1,305	163*	69	MERIT 100'S MENTHOL	6,334	273*
2,051	255*	576	MERIT ULTRA LIGHTS	9,298	499*
698	71*	87	MERIT ULTRA LIGHTS MEN	3,228	113*
1,199	124*	1,199	MERIT ULTRA LIGHT	5,062	283*
584	20*	584	MERIT ULTRA LIGHT	2,632	37*
23,427	611*	6,287	TOTAL MARGIN	109,737	1,080*
DIRECT MARKETING EXPENSE					
13,407	96*	6,139*	ADVERTISING	47,650	314*
			SALES AND PROMOTION		2,829
	133	15	OTHER SELLING	213	228
957	142*	109*	MERCHANDISING PROG.	4,786	143*
9,479	929	8,967*	PROMOTION EXPENSE	1,414	586
186	157	134*	PROMOTIONAL PROGRAMS	1,063	281
10,622	1,077	9,195*	TOTAL SALES AND PROMOTION	17,476	952
24,029	981	15,334*	TOTAL DIRECT MARKETING	65,126	638
602-	370	9,047*	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	44,611	442*
BRAND CONTRIBUTION - MERIT					

2049433080

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
APRIL 1982  
000 OMITTED

CURRENT MONTH			YEAR TO DATE		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST 1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST 1981		
UNITS SOLD (000's)					
940,988	19,012*	190,024*	3,742,242	19,012*	563,839*
159,736	5,264*	57,461*	636,552	5,264*	182,818*
609,488	34,488	86,789*	2,417,788	34,488	155,543*
133,611	11,389*	54,593*	540,472	11,389*	142,757*
200,157	24,843*	24,428	773,126	24,843*	105,759
70,856	4,144*	18,075*	MERIT ULTRA LIGHTS MEN	4,144*	133,238*
117,899	17,101*	117,899	MERIT ULTRA LIGHT	17,101*	429,555
53,561	1,439*	53,561	MERIT ULTRA LIGHT	1,439*	215,227
2,286,296	48,704*	211,054*	TOTAL UNITS	48,704*	427,654*
47,215	994*	1,901	NET SALES	182,255	994* 11.185
MARGINAL CONTRIBUTION					
9,562	193*	248	REGULAR	36,253	193* 1.007
1,628	54*	173*	MENTHOL	6,186	54* 557*
6,124	346	455	MERIT 100'S	23,155	346 2.342
1,308	110*	202*	MERIT 100'S MENTHOL	5,029	110* 407*
1,964	244*	489	MERIT ULTRA LIGHTS	7,246	244* 1.682
680	39*	59*	MERIT ULTRA LIGHTS MEN	2,530	39* 840*
1,114	161*	1,114	MERIT ULTRA LIGHT	3,863	161* 3.863
539	14*	539	MERIT ULTRA LIGHT	2,048	14* 2.048
22,919	469*	2,411	TOTAL MARGIN	86,310	469* 9.138
DIRECT MARKETING EXPENSE					
9,610	218*	1,020*	ADVERTISING	34,244	218* 8.967
			SALES AND PROMOTION		
20	98	170	OTHER SELLING	211	98 423
830	2*	258*	MERCHANDISING PROG.	3,829	2* 772*
531	344*	902	PROMOTION EXPENSE	1,935	344* 5.049
221	123	179*	PROMOTIONAL PROGRAMS	878	123 778*
1,602	125*	635	TOTAL SALES AND PROMOTION	6,853	125* 3.922
11,212	343*	385*	TOTAL DIRECT MARKETING	41,097	343* 12.889
11,707	812*	2,026	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	45,213	812* 22.027
BRAND CONTRIBUTION - MERIT					

2049433081

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
MARCH 1982

-----CURRENT MONTH-----			000 OMITTED	-----YEAR TO DATE-----		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	UNITS SOLD (000)	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
975,165	160,165	157,911*	REGULAR	2,801,253	111,253	373,817*
165,832	10,832	44,653*	MENTHOL	476,816	3,184*	125,358*
634,804	139,804	49,575*	MERIT 100'S	1,808,300	168,300	68,754*
140,725	10,725	43,585*	MERIT 100'S MENTHOL	406,861	1,861	88,164*
212,904	12,096*	68,308	MERIT ULTRA LIGHTS	572,969	147,031*	81,332
73,130	16,870*	13,125*	MERIT ULTRA LIGHTS MEN	205,666	99,334*	115,163*
124,600	40,400*	124,600	MERIT ULTRA LIGHT	311,656	238,344*	311,656
58,407	8,407	58,407	MERIT ULTRA LIGHT	161,666	8,334*	161,666
2,385,567	260,567	57,834*	TOTAL UNITS	6,745,187	214,813*	216,602*
49,209	6,324	5,060	NET SALES	135,040	3,270*	9,284
MARGINAL CONTRIBUTION						
9,880	1,980	626	REGULAR	26,690	1,452	758
1,687	181	40*	MENTHOL	4,558	36	384*
6,359	1,617	842	MERIT 100'S	17,031	1,829	1,887
1,375	163	87*	MERIT 100'S MENTHOL	3,722	69	204*
2,087	16*	882	MERIT ULTRA LIGHTS	5,282	1,226*	1,193
701	121*	6*	MERIT ULTRA LIGHTS MEN	1,850	840*	781*
1,176	305*	1,176	MERIT ULTRA LIGHT	2,749	2,016*	2,749
587	107	587	MERIT ULTRA LIGHT	1,509	68*	1,509
23,852	3,606	3,980	TOTAL MARGIN	63,391	764*	6,727
DIRECT MARKETING EXPENSE						
7,271	1,432	7,745	ADVERTISING	24,633	1,476	9,988
			SALES AND PROMOTION			
185	32*	82*	OTHER SELLING	191	254	253
1,093	7	141*	MERCHANDISING PROG.	3,000	300	516*
355	225	1,658	PROMOTION EXPENSE	1,495	327	4,147
303	157*	285*	PROMOTIONAL PROGRAMS	657	219*	599*
1,936	43	1,150	TOTAL SALES AND PROMOTION	5,253	662	3,285
9,207	1,475	8,895	TOTAL DIRECT MARKETING	29,886	2,138	13,273
14,645	5,081	12,875	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	33,505	1,374	20,000
BRAND CONTRIBUTION - MERIT						

2049433082

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
FEBRUARY 1982  
000 OMITTED

CURRENT MONTH			YEAR TO DATE		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)					
855,314	74,986*	134,353*	REGULAR	1,826,088	48,912*
146,314	13,606*	39,999*	MENTHOL	310,984	14,316*
552,686	17,314*	32,420*	MERIT 100'S	1,173,496	28,496
125,933	9,067*	24,125*	MERIT 100'S MENTHOL	266,136	8,864*
171,872	73,128*	7,212	MERIT ULTRA LIGHTS	360,365	134,935*
64,664	40,336*	51,034*	MERIT ULTRA LIGHTS MEN	132,535	82,465*
98,893	91,107*	98,893	MERIT ULTRA LIGHT	187,057	197,943*
56,174	1,174	56,174	MERIT ULTRA LIGHT	103,259	16,741*
2,071,550	318,450*	119,652*	TOTAL UNITS	4,359,620	475,380*
40,683	6,485*	1,102	NET SALES	85,832	9,593*
MARGINAL CONTRIBUTION					
7,828	771*	253*	REGULAR	16,837	531*
1,344	141*	185*	MENTHOL	2,871	145*
5,001	206*	276	MERIT 100'S	10,671	211
1,101	97*	89*	MERIT 100'S MENTHOL	2,345	96*
1,522	658*	152	MERIT ULTRA LIGHTS	3,197	1,208*
563	349*	386*	MERIT ULTRA LIGHTS MEN	1,152	716*
819	802*	819	MERIT ULTRA LIGHT	1,571	1,713*
494	8*	494	MERIT ULTRA LIGHT	925	1,72*
18,672	3,032*	828	TOTAL MARGIN	39,539	4,370*
DIRECT MARKETING EXPENSE					
9,593	890*	8,043	ADVERTISING	17,363	43
SALES AND PROMOTION					
72-	220	156*	OTHER SELLING	4	288
933	167	63	MERCHANDISING PROG.	1,907	293
557	385*	2,835	PROMOTION EXPENSE	1,050	102
315	169*	296*	PROMOTIONAL PROGRAMS	355	63*
1,733	167*	2,446	TOTAL SALES AND PROMOTION	3,316	620
11,326	1,257*	10,489	TOTAL DIRECT MARKETING	20,679	663
7,346	4,089*	11,317	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	18,860	3,707*
BRAND CONTRIBUTION - MERIT					

2049433083

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION- MERIT  
JANUARY 1982  
000 OMITTED

CURRENT MONTH			YEAR TO DATE		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981	ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)					
971,072	26,072	81,556*	REGULAR	971,072	26,072
164,670	330*	40,705*	MENTHOL	164,670	330*
620,810	45,810	13,241	MERIT 100'S	620,810	45,810
140,203	203	20,454*	MERIT 100'S MENTHOL	140,203	203
183,193	61,807*	6,111	MERIT ULTRA LIGHTS	188,193	61,807*
67,872	42,128*	51,003*	MERIT ULTRA LIGHTS MEN	67,872	42,128*
88,164	106,836*	88,164	MERIT ULTRA LIGHT	88,164	106,836*
47,086	17,914*	47,086	MERIT ULTRA LIGHT	47,086	17,914*
2,288,070	156,930*	39,116*	TOTAL UNITS	2,288,070	156,930*
45,149	3,108*	3,124	NET SALES	45,149	3,108*
MARGINAL CONTRIBUTION					
8,977	238	379	REGULAR	8,977	238
1,528	3*	157*	MENTHOL	1,528	3*
5,670	417	768	MERIT 100'S	5,670	417
1,244	1	30*	MERIT 100'S MENTHOL	1,244	1
1,675	550*	161	MERIT ULTRA LIGHTS	1,675	550*
590	366*	385*	MERIT ULTRA LIGHTS MEN	590	366*
752	911*	752	MERIT ULTRA LIGHT	752	911*
431	164*	431	MERIT ULTRA LIGHT	431	164*
20,867	1,338*	1,919	TOTAL MARGIN	20,867	1,338*
DIRECT MARKETING EXPENSE					
ADVERTISING					
SALES AND PROMOTION					
76	68	493	OTHER SELLING	76	68
974	126	437*	MERCHANDISING PROG.	974	126
493	487	346*	PROMOTION EXPENSE	493	487
40	106	20*	PROMOTIONAL PROGRAMS	40	106
1,583	787	310*	TOTAL SALES AND PROMOTION	1,583	787
9,353	1,720	6,111*	TOTAL DIRECT MARKETING	9,353	1,720
11,514	382	4,192*	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND COTHER EXPENSES	11,514	382
BRAND CONTRIBUTION - MERIT					

2049433084

PHILIP MORRIS U.S.A.  
BRAND CONTRIBUTION - MERIT  
DECEMBER 1981  
000 OMITTED

-----CURRENT MONTH-----			-----YEAR TO DATE-----		
ACTUAL 1981	VARIANCE. FAV.-UNFAV.* FORECAST	1980	ACTUAL 1981	VARIANCE. FAV.-UNFAV.* FORECAST	1980
			UNITS SOLD (000)		
1,015,431	67,569*	146,299*	REGULAR	12,266,311	58,689* 1,378,739*
175,319	38,681*	55,259*	MENTHOL	2,245,388	59,316* 483,180*
656,262	10,738*	24,552*	MERIT 100'S	7,713,148	27,774 97,185
152,961	30,039*	30,861*	MERIT 100'S MENTHOL	1,970,430	44,794* 50,259*
199,616	41,384*	199,616	MERIT ULTRA LIGHTS	2,210,356	109,558* 2,210,356
72,850	50,150*	72,850	MERIT ULTRA LIGHTS MEN	1,064,531	100,541* 1,064,531
66,241	108,759*	66,241	MERIT ULTRA LIGHT	384,214	221,841* 384,214
40,187	9,813*	40,187	MERIT ULTRA LIGHT	264,899	56,170* 264,899
2,378,867	357,133*	117,923	TOTAL UNITS	28,119,277	623,135* 2,109,007
46,999	6,958*	6,084	NET SALES	528,918	12,647* 84,311
			MARGINAL CONTRIBUTION		
9,995	618*	462*	REGULAR	109,044	534* 134*
1,727	379*	323*	MENTHOL	19,990	581* 1,141*
6,406	65*	378	MERIT 100'S	67,969	309 8,115
1,465	285*	95*	MERIT 100'S MENTHOL	17,037	428* 1,876
1,989	408*	1,989	MERIT ULTRA LIGHTS	20,075	1,113* 20,075
717	492*	717	MERIT ULTRA LIGHTS MEN	9,411	1,001* 9,411
654	1,072*	654	MERIT ULTRA LIGHT	3,563	2,414* 3,563
390	94*	390	MERIT ULTRA LIGHT	2,405	701* 2,405
23,343	3,413*	3,248	TOTAL MARGIN	249,494	6,463* 44,170
			DIRECT MARKETING EXPENSE		
11,223	442*	6,376*	ADVERTISING	107,271	135 34,848*
			SALES AND PROMOTION		
528	256*	429*	OTHER SELLING	1,653	203 1,183*
615	213	11*	MERCHANDISING PROG.	9,412	61 3,861*
1,877-	3,995	2,156	PROMOTION EXPENSE	14,922	4,099 12,061*
935	576*	770*	PROMOTIONAL PROGRAMS	2,359	767* 1,922*
201	3,376	946	TOTAL SALES AND PROMOTION	28,346	3,596 19,027*
11,424	2,934	5,430*	TOTAL DIRECT MARKETING	135,617	3,731 53,875*
11,919	479*	2,182*	BRAND CONTRIBUTION EXCLUDES FIXED MFG. EXPENSE INDIRECT MKT., G & A, R & D, AND OTHER EXPENSES	113,877	2,732* 9,705*
			BRAND CONTRIBUTION - MERIT		

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